## REMARKS

Applicants request reconsideration and allowance in view of the following remarks. Claims 1-28, 55-57, and 54-74 are pending, with claims 1, 15, and 55 being independent. Claims 3, 4, 17, 18, 64, 67, and 68 have been amended. No new matter has been added.


## Interview Summary

Applicants wish to thank Examiner Tiv for the courtesy extended to Applicants' representatives during a personal interview on Wednesday, August 22, 2007. This reply reflects the substance of the interview.


## Drawing Objection

The drawings were objected to for failing to show every feature in the claims. As discussed in the interview, Applicants submit that the features of the claims are shown throughout the drawings, for example, at Figs. 14-16. Accordingly, Applicants respectfully request reconsideration and withdrawal of this objection.


## § 112 First Paragraph Rejection

Claims 1-28, 55-57, and 64-74 were rejected as failing to comply with the written description requirement. As discussed and agreed to in the interview, support for claims 1, 15, and 55 may be found throughout the application, for example, at originally filed claims 1, 4, 15, 18, and 55-57; page 8, lines 6-8; and page 10, line 22 through page 11, line 6. Accordingly, Applicants respectfully request reconsideration and withdrawal of this rejection.


## § 112 Second Paragraph Rejection

Claims 1-28, 55-57, and 64-74 were rejected as being indefinite and claims 1 and 55 were rejected as omitting essential steps.

With respect to the indefiniteness rejection of independent claim 1, claim 1 is said to be indefinite because it is unclear whether the functionality of monitoring, determining, and varying is with respect to the client (user), host or some other associated device and that it is unclear

what types of interactions are being monitored. As discussed and agreed to in the interview, these items relate to the breadth of claim 1 rather than the definiteness of claim 1.

In addition, claim 1 is said to be indefinite because the term "later" is a relative term and the functionality of determining an amount of time to be used in later displaying advertisements on the viewers associated computer system based on the viewer's monitored interactions and, based on the determined amount of time, varying an amount of display time for which a later displayed advertisement is to be displayed on the viewer's associated computer system is unclear. As discussed in the interview, Applicants submit that even if the term "later" is a relative term, it is not indefinite because one of ordinary skill in the art could readily discern its meaning in the context of the present application's claims and specification. Moreover, as discussed in the interview, the functionality of determining an amount of time to be used in later displaying advertisements and, based on the determined amount of time, varying an amount of display time for which a later displayed advertisement is to be displayed on the viewer's associated computer system is not unclear because the amount of display time that is varied is different from and based on the determined amount of time to be used in later displaying advertisements. Accordingly, Applicants respectfully request reconsideration and withdrawal of the rejection of claim 1 as being indefinite.

With respect to the indefiniteness rejection of claims 3 and 4, Applicants have amended claims 3 and 4. As discussed and agreed to in the interview, the amendments to claims 3 and 4 address all of the issues raised by the Office Action. Therefore, Applicants respectfully request reconsideration and withdrawal of the rejection of claims 3 and 4 as being indefinite.

With respect to the indefiniteness rejection of independent claim 55, claim 55 is said to be indefinite because it is unclear whether the functionality of storing and sending the information is based on user's computer, application, and/or host computer or application. Similar to the issues raised with respect to independent claim 1 and as discussed and agreed to in the interview, Applicants submit that these items relate to the breadth of claim 55 rather than the definiteness of claim 55. Accordingly, Applicants respectfully request reconsideration and withdrawal of the rejection of claim 55 as being indefinite.

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With respect to the omission of essential steps rejection of claims 1 and 55, as discussed in the interview, the features recited in the Office Action are not essential to those claims. Thus, Applicants respectfully request reconsideration and withdrawal of this rejection.

With respect to the indefiniteness rejections of claims 64, 67, and 68, Applicants have amended claims 64, 67, and 68. Applicants submit that the amendment to claims 64, 67, and 68 address all of the issues raised by the Office Action. Therefore, Applicants respectfully request reconsideration and withdrawal of the rejection of claims 64, 67, and 68 as being indefinite.

## § 103 Rejection

Claims 1-28, 55-57, and 64-74 were rejected as being unpatentable over Blumenau (U.S. Patent No. 6,108,637) in view of Guyot (U.S. Patent No. 6,119,098) and Adler (U.S. Patent No. 6,009,409). Applicants respectfully request reconsideration and withdrawal of this rejection because neither Blumenau, Guyot, Adler, nor any proper combination of the references, describes or suggests the subject matter of independent claims 1, 15, and 55, as discussed below. As noted in the Interview Summary of August 22, 2007, Examiner Tiv has agreed that Blumenau, Guyot, and Adler do not teach all of the limitations of claims 1, 15, and 55. See Interview Summary of August 22, 2007.

Independent claim 1 recites, among other things, determining an amount of time to be used in later displaying advertisements on the viewer's associated computer system based on the viewer's monitored interactions and, based on the determined amount of time, varying an amount of display time for which a later displayed advertisement is to be displayed on the viewer's associated computer system.

Applicants submit that neither Blumenau, Guyot, Adler, nor any proper combination of the references, describes or suggests varying an amount of display time for which a later displayed advertisement is to be displayed on a viewer's associated computer system based on an amount of time determined based on the viewer's monitored interactions, as recited by independent claim 1.

Specifically, the Office Action concedes that neither Blumenau, Guyot, nor a proper combination of the two, teaches this feature. See Office Action of April 30, 2007 at page 11. The Office Action relies on Adler for this feature.

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As discussed in the interview, however, Adler fails to describe or suggest varying an amount of display time for which a later displayed advertisement is to be displayed on a viewer's associated computer system based on an amount of time determined based on the viewer's monitored interactions. Instead, Adler describes allocating advertisements between advertising regions in display files provided by content providers over a network. See Adler at col. 2, lines 13-40, col. 7, lines 15-25, and col. 9, lines 51-55. As such, Adler is directed to determining an amount of time a particular advertisement is served by a content provided in an advertising region and does not describe or suggest varying an amount of display time for which a later displayed advertisement is to be displayed on a viewer's associated computer system, as recited by independent claim 1.

Therefore, for at least these reasons, Applicants respectfully request reconsideration and withdrawal of the rejection of independent claim 1, along with claims 2-14, 64-66, 71 and 72 that depend therefrom.

Independent claim 15 recites a computer program for presenting advertising to viewers in a computer network environment in a manner corresponding to that of independent claim 1. Accordingly, for at least the reasons described above with respect to independent claim 1, Aapplicants respectfully request reconsideration and withdrawal of the rejection of independent claim 15, along with claims 16-28, 67-69, 73 and 74 that depend therefrom.

Further, independent claim 55 recites a method of optimizing a click-through rate of a user viewing content in a computer network environment that includes, among other things, varying an amount of display time for which an advertisement is to be displayed based on a user's activity with respect to the user's computer. Accordingly, for at least the reasons described above with respect to independent claim 1, Applicants respectfully request reconsideration and withdrawal of the rejection of independent claim 55, along with claims 56, 57, and 70 that depend therefrom.

## Conclusion

It is believed that all of the pending issues have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be

exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this reply should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this reply.
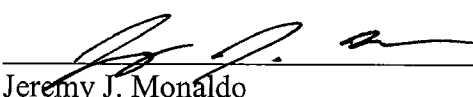
Pursuant to 37 CFR §1.136, Applicants hereby petition that the period for response to the non-final Office action dated April 30, 2007 be extended for one month to and including August 30, 2007.

The fee in the amount of $120.00 in payment of the one-month extension of time fee is being paid concurrently herewith on the Electronic Filing System (EFS) by way of Deposit Account authorization. Please apply any other charges or credits to deposit account 06-1050.

Respectfully submitted,

Date: 5/23/2007

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